

Envision IP, LLC
Intellectual Property Law Firm

350 5th Avenue, 59th Floor
New York, NY 10118
Ph.: 888-207-5560
Fax: 646-200-5227

VIA USPS CERTIFIED MAIL AND EMAIL

March 23, 2020

Matt Johnson
support@bingobaker.com

Re: Infringement of U.S. Trademark Registration Nos. 2,682,647, 3,032,329 & 5,660,503

Mr. Johnson:

Please be advised that this firm represents Safety Star LLC (“Safety Star”) with respect to trademark-related matters. Safety Star is a leading provider of safety awareness programs and products for employers and workplaces.

Safety Star is the owner of U.S. Trademark Registration No. 2,682,647 for SAFETY STAR for “instruction sheets and posters designed to promote safety on the job”, U.S. Trademark Registration No. 3,032,329 for B-SAFE for “bingo-type game cards for use in promoting safety”, and U.S. Trademark Registration No. 5,660,503 for BSAFE BINGO for “board games designed to promote employee safety awareness” (collectively, the “Safety Star Trademarks”). A true and correct copy of these trademark registration certificates are attached for your review as Appendix A.

Safety Star has marketed and sold safety bingo products under the BSAFE and B-SAFE trademarks since at least 1992, and under the SAFETY STAR trademark since at least 2001. For example, attached as Appendix B is a copy of my Client’s BSAFE safety bingo card.

It has come to our attention that you are illegally using the Safety Star Trademarks on downloadable and printable safety bingo cards. *See Appendices C & D.* Your website at <bingobaker.com> states, among other things, “Find and customize one of the thousands of ready-made bingo cards, or create your own. Then print as many cards as you need.” *See Appendix E.*

Infringement of U.S. Trademark Registration Nos. 2,682,647, 3,032,329 & 5,660,503
Matt Johnson

Customers, potential customers, and parties involved in the occupational and workplace safety industry are being misled into believing that your products and games bearing the Safety Star Trademarks are affiliated with, owned by, or approved by Safety Star. We thus consider your unauthorized uses of the Safety Star Trademarks to be an infringement of our rights.

Accordingly, we demand that that you immediately:

- (1) Cease use of the trademarks BSAFE, B-SAFE, and SAFETY STAR on all products and games that you offer, whether digitally or in print;
- (3) Remove any branding, advertisements, or mentions of the trademarks BSAFE, B-SAFE, and SAFETY STAR from all business locations and any other physical locations where your products may be sold or advertised (such as distributors, re-sellers, and retail outlets);
- (4) Remove any branding, advertisements, or mentions of the trademarks BSAFE, B-SAFE, and SAFETY STAR from all online accounts, such as websites, blogs, social media handles, or otherwise, where your products may be sold or advertised;
- (5) Agree in writing to refrain from using the trademarks BSAFE, B-SAFE, and SAFETY STAR, or any mark or logo confusingly similar to any of my Client's trademarks, in the future, in any form, either digitally or in print; and
- (6) Prevent visitors of <bingobaker.com> from generating, printing, or otherwise creating any bingo cards bearing any of the trademarks BSAFE, B-SAFE, and SAFETY STAR.

Infringement of U.S. Trademark Registration Nos. 2,682,647, 3,032,329 & 5,660,503
Matt Johnson

My Client is prepared to pursue all available legal remedies to protect and enforce its trademark rights under applicable state and federal laws. If I do not hear from you within ten (10) days of this letter to indicate compliance with the above requests, we shall assume that you have no interest in an amicable resolution. We will then have no choice but to pursue our legal remedies.

Nothing stated in or omitted from this letter shall be construed as a waiver of any of Safety Star's rights, all of which are expressly reserved.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Maulin V. Shah", with a long horizontal flourish extending to the right.

Maulin V. Shah, Esq.
Attorney at Law

Enclosures

APPENDIX A

Int. Cls.: 16 and 35

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101 and 102

Reg. No. 2,682,647

United States Patent and Trademark Office

Registered Feb. 4, 2003

TRADEMARK SERVICE MARK PRINCIPAL REGISTER

SAFETY STAR

CULBERTSON, BEAU (UNITED STATES INDIVIDUAL)
8206 INTERLOCHEN ST.
NIXA, MO 65714

FOR: BUSINESS CONSULTING SERVICES FOR EMPLOYERS CONCERNING SAFETY INCENTIVE AND AWARENESS PROGRAMS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FOR: PRINTED INSTRUCTIONAL AND MOTIVATIONAL MATERIALS CONCERNING EMPLOYEE SAFETY, NAMELY, BROCHURES, CATALOGS, INSTRUCTION SHEETS AND POSTERS DESIGNED TO PROMOTE SAFETY ON THE JOB, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-1-2001; IN COMMERCE 7-1-2001.

SER. NO. 76-281,230, FILED 7-9-2001.

FIRST USE 7-1-2001; IN COMMERCE 7-1-2001.

JOHN DALIER, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 3,032,329

United States Patent and Trademark Office

Registered Dec. 20, 2005

**TRADEMARK
PRINCIPAL REGISTER**

B-SAFE

CULBERTSON, BEAUB (UNITED STATES INDIVIDUAL)
8206 INTERLOCHEN DRIVE
NIXA, MO 65714

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: BINGO-TYPE GAME CARDS FOR USE IN PROMOTING SAFETY, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

SER. NO. 78-544,305, FILED 1-8-2005.

FIRST USE 3-1-1992; IN COMMERCE 3-1-1992.

MONTIA G. PRESSEY, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

BSAFE BINGO

Reg. No. 5,660,503

Registered Jan. 22, 2019

Int. Cl.: 28

Trademark

Principal Register

Safety Star (MISSOURI LIMITED LIABILITY COMPANY)
8206 Interlochen Dr.
Nixa, MISSOURI 65714

CLASS 28: Board games designed to promote employee safety awareness

FIRST USE 10-31-2001; IN COMMERCE 10-31-2001

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

No claim is made to the exclusive right to use the following apart from the mark as shown:
"BINGO"

SER. NO. 87-947,894, FILED 06-04-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

APPENDIX B**B • S A F E**

14	30	39	53	65
10	23	31	55	70
12	25	FREE 25 SPACE	47	63
11	28	33	58	62
2	27	38	46	61

SAFETY STARTS WITH YOU!

APPENDIX C



BSAFE Safety BINGO

B	S	A	F	E

Print Bingo Cards

Print cards per page
Print pages
☒ Show bingo title
☒ Include word list

(opens as a PDF in a new window)

Play Online

You can get a full screen bingo card here:
bingobaker.com/play/1947762

Call List

[Here is a call list](#) you can use.

Clone & Edit

You can clone this bingo game, and edit the clone.

[Want to do that?](#)

Probabilities

With players, you'll have to call about items before someone gets a bingo. There's a % chance that a lucky player would win after calling items.

Tip: If you want your game to last longer (on average), add more words/images to it.

APPENDIX D



Safety Star BINGO

S	A	F	T	Y
Pinch Point	E Zone	Frustration	SDS	First Responder
Inspection	Trip Hazard	Ladder Safety	Spotter	Hand Safety
Blitz Audit	Safety Cone		Safety Awareness	Ear Plugs
Pneumatic LOTO	Code 4 - Inclement Weather	Electrical Panel	Pedestrian Walkways	Loose Clothing
Ladder Safety	Machine Guard	Hearing Protection	Recordable	Code 1 Plant Evacuation

Print Bingo Cards

Print cards per page
Print pages
☒ Show bingo title
☒ Include word list

(opens as a PDF in a new window)

Play Online

You can get a full screen bingo card here:
bingobaker.com/play/1108539

Call List

[Here is a call list](#) you can use.

Clone & Edit

You can clone this bingo game, and edit the clone.
[Want to do that?](#)

Probabilities

With players, you'll have to call about items before someone gets a bingo. There's a % chance that a lucky player would win after calling items.

Tip: If you want your game to last longer (on average), add more words/images to it.

This bingo card has the words: Take 2, Near Miss, OFI, First Aid, E Zone, Safety Scorecard, Zip Audit, LOTO, Inspection, Emergency Evacuation, Fatigue, Slip Trip Fall, Sharpe Edges, Repetitive Motion, Goggles, Blitz Audit, Loose Clothing, 5S, Hand Safety, Cell Phone Policy, Ladder Safety, Hand Safety, Coast Time, Machine Guard, Red Card, Recordable, Proper Lifting, PPE, Power Tool Safety, Pneumatic LOTO, Pinch Point, Pedestrian Walkways, Pedestrian Safety, Pedestrian Safety, Sharp Edges, Secondary LOTO, Seatbelt, SDS, Safety Scorecard, Safety Mentor, Safety Glasses, Safety Cone, Safety Awareness, Repetitive Motion, Loose Clothing, Learning Items, Ladder Safety, JSA, Inspection, Hoist Inspection, Hearing Protection, Hand Safety, Gravitational LOTO, Goggles, Gloves, Gas LOTO, Frustration, Forklift Travel, Forklift Hot Zone, Code 2 Incipient Fire or Spill, Code 1 Plant Evacuation, Coast Time, Chemical Labeling, Cell Phone Policy, Bump Hazard, Blood Borne Pathogens, Blocked Exit, Blitz Audit, Blind Spot, Applied Force, Air Hose, Electrical LOTO, Ear Plugs, E Zone, Dust Mask, DTMs, Confined Space, Complacency, Code 4 - Inclement Weather, Code 3 First Responder, Forklift, First Responder, First Aid, First Aid, Fire Extinguisher, Fatigue, Fall Protection, OFI, No Stage Zone, No Jewelry, Near Miss, Moving Parts, Machine Guard, LOTO Try, LOTO, ZIP Audit, Trip Hazard, Team Work, Team Lift, Take 2, Stop Zone, Spotter, Spill Kit, Eye Wash, Ergonomics, Emergency Evacuation, Electrical Safety, Electrical Panels, Electrical Panel

More like this:

[PERIOD 5 - 7 SAFETY BINGO](#) | [Safety Star BINGO](#) | [Safety Star BINGO](#) | [Period 5 - 7 Safety Star BINGO](#) | [Safety Star BINGO](#)

APPENDIX E



Find and customize one of the thousands of ready-made bingo cards, or [create your own](#). Then print as many cards as you need. You can even play online using a computer, smartphone or tablet. It's fast and easy.

























Sports

Find Cards

	B	I	N	G	O
Fujita	stratus clouds	stratus	weather	weather	torpedo
condensation	cirrus clouds	condensation	flood	la nina	
typical	wind vane	FREE	color	humidity	
atmosphere	temperature	humidity	clouds	fog	
climate	el nino	atmosphere	clouds	color	

Number Bingo 1-75				
B	I	N	G	O
2	30	45	54	68
3	25	36	59	71
7	20	Free!	53	75
15	22	41	57	66
9	18	40	58	69

	E	I	N	G	O
BABY SHOWER	WIPES CLOTHES	WASH GLASS	DAPER BAG	SIPPY CUP	POSSIBLE PAGES
	DIAPERS CHANGING PADS	WIPES GLASS	DIAPER CHANGE CREAM	CHAIR SEAT	
	TINY COTTON	PLATE	WIPES	BABY WASH	
	BABY BATH PAD	WIPES BOTTLES	BREAST FEEDER	RUBY SOCKS	
	SCOTCH COTTON	BATH TOWEL	RUBBER SHEETS		

Sight Words	E	I	N	G	O
					
					
					
					

Clear Card

Untitled Bingo

5x5



Z



C

Create your own
bingo card from
scratch

Bingo Cards

Instructions: Just type your words into the grid on the left. You can give your

Drop an image
to your comment